



Barnacle Impact Analysis

by Luther and Travis

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Introduction

Google injects Google+ Local-powered rich snippets to “barnacle” or piggy-back on the URLs of local businesses in SERPs for navigational searches of SMBs.

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Search: Gary Danko SF



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g gary danko sf - Google Search

https://www.google.com/?gws_rd=ssl#q=gary+danko+sf

Google gary danko sf

Web Maps Images Videos News More Search tools Sign In

About 136,000 results (0.26 seconds)

Welcome to Restaurant Gary Danko
www.garydanko.com/ Gary Danko
Gary Danko, the award-winning chef who has come to epitomize sophisticated contemporary cuisine, has opened Gary Danko.

4.5 ★★★★★ 767 Google reviews · Write a review · Google+ page

800 North Point St, San Francisco, CA 94109 (415) 749-2060

Google+ Barnacle

Menu
Menu. Caviar Service ~ 1 ounce.
Black Sea Osetra \$95 or ...
More results from garydanko.com »

Restaurant gary danko
Gary danko :: menu - Reservations -
Tasting menu - Address - ...

Gary Danko - Fisherman's Wharf - San Francisco, CA | Yelp
www.yelp.com/biz/gary-danko-san-francisco Yelp, Inc.
★★★★★ Rating: 4.5 - 3,805 reviews - Price range: \$\$\$
3805 Reviews of Gary Danko "The 4.5 star rating speaks for itself, but I'll add to the gushing reviews anyway Gary Danko is AMAZING! I brought my boyfriend ... Chocolate souffle with two sauce - Seared filet mignon ... - View the full menu

Organic

Restaurant Gary Danko, San Francisco - TripAdvisor
[www.tripadvisor.com/.../San Francisco Restaurants/TripAdvisor](http://www.tripadvisor.com/.../San%20Francisco%20Restaurants/TripAdvisor)
★★★★★ Rating: 4.5 - 1,206 reviews
Restaurant Gary Danko, San Francisco: See 1206 unbiased reviews of Restaurant Gary Danko, rated 4.5 of 5 on TripAdvisor and ranked #3 of 4910 restaurants ...

Restaurant Gary Danko - San Francisco - MenuPages
sanfrancisco.menupages.com/restaurants/restaurant-gary-danko/
★★★★★ Rating: 4.6 - 2 reviews

See photos See inside

Gary Danko

Directions Write a review

Address: 800 North Point St, San Francisco, CA 94109
Phone: (415) 749-2060
Prices: \$\$\$
Hours: Open today · 5:00 pm – 3:00 am
Menu: viewmenu.com

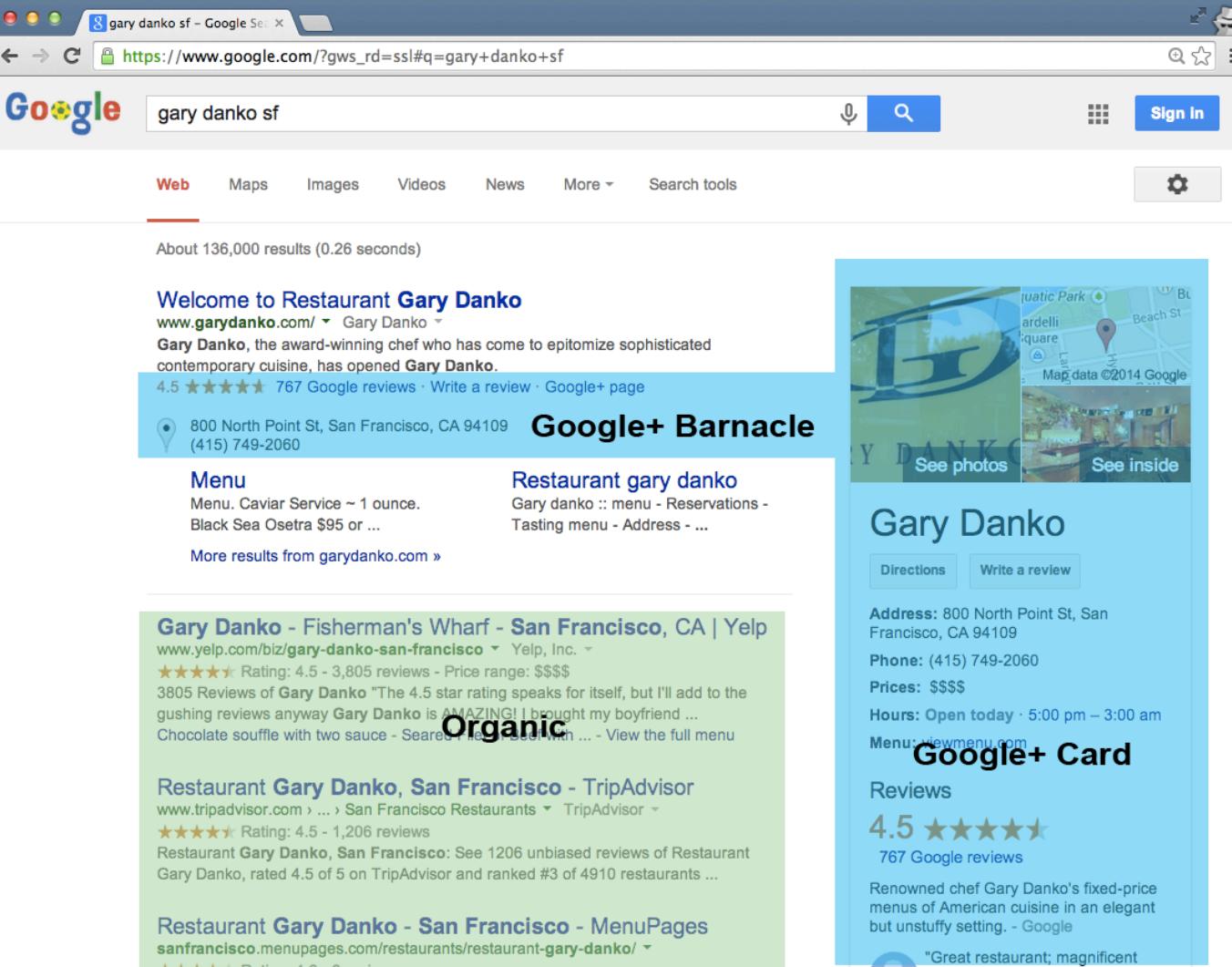
Google+ Card

Reviews

4.5 ★★★★★ 767 Google reviews

Renowned chef Gary Danko's fixed-price menus of American cuisine in an elegant but unstuffy setting. - Google

"Great restaurant; magnificent



New Wrinkle:

**This effect has now extended to many
navigational searches which include the
word “yelp” (!)**



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Navigational Search: Gary Danko Yelp



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Google **gary danko yelp**

User Explicitly Looking for Yelp

About 76,800 results (0.28 seconds)

Welcome to Restaurant Gary Danko

www.garydanko.com/ ▾ Gary Danko ▾

Gary Danko, the award-winning chef who has come to epitomize sophisticated contemporary cuisine, has opened **Gary Danko**.

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📍 800 North Point St, San Francisco, CA 94109
(415) 749-2060

#1: Google+ barnacle

Gary Danko - Fisherman's Wharf - San Francisco, CA | Yelp

www.yelp.com/biz/gary-danko-san-francisco ▾ Yelp, Inc. ▾

★★★★★ Rating: 4.5 - 3,795 reviews - Price range: \$\$\$

3795 Reviews of **Gary Danko** "The 4.5 star rating speaks for itself, but I'll add to the gushing reviews anyway **Gary Danko** is AMAZING! I brought my boyfriend ...

Chocolate souffle with two sauce - Seared Filet of Beef with ... - View the full menu

#2: Yelp

Gary danko San Francisco, CA - Yelp

www.yelp.com/search?find_desc=gary+danko&find_loc... ▾ Yelp, Inc. ▾

Reviews on **Gary danko** in San Francisco, CA Gary Danko, Keiko à Nob Hill, Lazy Bear, Michael Mina, Coi, Boulevard, Jardinière, The Phoenix Supper Club, ...

#3: Yelp

How much should I expect to pay at **Gary Danko** for two? | ...

www.yelp.com/.../san-francisco-how-much-should-i-expect-to-... ▾ Yelp, Inc. ▾

Feb 1, 2012 - Hi all,I was wondering how much I should expect to pay for dinner for two at **Gary Danko**. Thanks!

Gary Danko or Masa's Jul 20, 2010

Gary Danko May 10, 2007

More results from www.yelp.com

#4, #5: Yelp

Restaurant **gary danko** San Francisco, CA - Yelp

www.yelp.com/search?find_desc...gary+danko&find... ▾ Yelp, Inc. ▾

Is this organic search?



Gary Danko

Directions Write a review

Address: 800 North Point St, San Francisco, CA 94109

Phone: (415) 749-2060

Prices: \$\$\$

Hours: Open today · 5:00 pm – 3:00 am

Menu: [viewmenu.com](#)

Reviews

4.5 ★★★★ 767 Google reviews

Renowned chef Gary Danko's fixed-price menus of American cuisine in an elegant but unstuffy setting.
- Google

"Great restaurant; magnificent ambience; terrific wine list." 59 reviewers

"Definitely do the tasting menu and the wine

Click study: Measure Impact

- A 2-click user study was conducted from June 21-22 to examine impact of G+ preferencing in Yelp navigational searches
- English-speaking Mechanical Turk workers were guided to a search simulation on Usability Hub ((Buhrmester), (Ayres, Atiq, Li, et al))
- Respondents were screened to ensure familiarity with Yelp.com

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Click study: Measure Impact

- 54% of respondents associated the word “yelp” with a review website in the pre-screen. Prompt: “Follow the directions in the green box”

What are you most likely to think of when you see
the following word: **YELP**
(click on the box that is closest to your answer)

I think of a type of cry.

I think of a type of sound a dog makes.

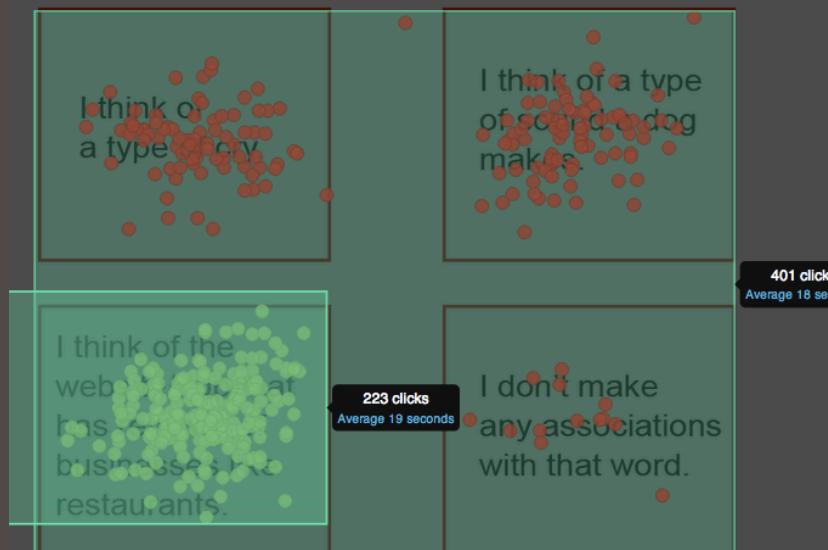
I think of the website/app that has reviews of businesses like restaurants.

I don't make any associations with that word.

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Click study: Measure Impact

- 54% of respondents associated the word “yelp” with a review website in the pre-screen. Prompt: “Follow the directions in the green box”



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Click study: Measure Impact

- Those who associated Yelp with something other than a review website had their tests terminated. The remaining respondents arrived at this prompt

You decide **you want to read Yelp reviews** of the famous San Francisco restaurant Gary Danko. You type “gary danko yelp” into Google and come upon the page below.

What one click will you make that will lead you to what you’re looking for?

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Click study: Measure Impact

About 76,800 results (0.28 seconds)

38 clicks
Average 24 seconds

Gary Danko
www.garydanko.com ▾ Gary Danko
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www.yelp.com/.../yelppi_desc...gary+danko&find... ▾ Yelp, Inc.
Reviews on Restaurant gary danko in San Francisco, CA Gary Danko, Keiko à Nob Hill, Lazy Bear, Coli, Jardinière, Spruce, Amo, Fratelli, Mengo, Michael Mina.

DANKO
danko.com/silvymenu.html ▾ Gary Danko

Yelp	79.90%	167
Google+ Local Space	19.14%	40
Other	0.96%	2
		209

Gary Danko
Directions Write a review

Address: 800 North Point St, San Francisco, CA 94109
Phone: (415) 749-2060

Menu: viewmenu.com

2 clicks
Average 9 seconds

167 clicks
Average 23 seconds

Reviews
4.5 ★★★★☆ 767 Google reviews

Renowned chef Gary Danko's fixed-price menus of American cuisine in an elegant but unstuffy setting.
- Google

"Great restaurant; magnificent ambience; terrific wine list." 59 reviewers

"Definitely do the tasting menu and the wine pairing!" 12 reviewers

"Really good food, cheese tray and superb wine list." 5 reviewers

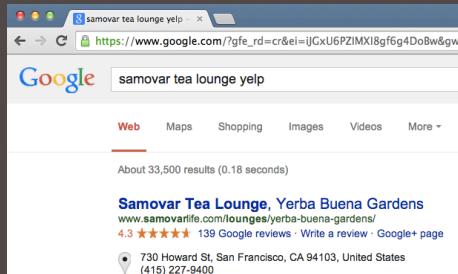
[View all Google reviews](#)

Confidence interval:
80% [74%,84.7%]
19.1% [14.4%,25%]
1% [0,3.5%]



Conclusion

- Certain navigational searches are seeing an estimated ~20% siphonage
- Appears inconsistently across vertical local searches and TLDs
 - As of 6/28, [gary danko yelp] no longer produces barnacle on .com, but still produces it on .co.uk
 - Position 1 barnacle observed for [samovar tea lounge yelp] on 6/29



- Does NOT appear to have negatively impacted our overall traffic
- G appears to be intentionally serving up search results that contradict the users' intent in order to preference G+

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Questions

